

Twice-a-Month

Toronto, August 1, 1923

# MACLEAN'S

"CANADIAN LITERARY MAGAZINE"



AUGUST 1<sup>ST</sup>

ALL  
FICTION  
NUMBER

15 Cents

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# sure as death and taxes

Lockite never lets go. Hates it the worst.



The surest of everything holds the tube together and makes the tube strongest in type.



While a electric patch allows the tube to move all around, making the tube weakest in type. Lockite never lets go. Hates it the worst.



**50¢**  
**LOCKITE**  
**TIRE PATCH**

AT ALL GOOD DEALERS

EUROPEAN PLAN

Rooms-600-Baths

Handicapped in Ground

Old Colony Club

Detroit

Automobile Club

## Advertising as a Safeguard

Advertising builds the man

man—out of all. Advertising

builds the man needed to control

the situation in quality and

quantity.

And so it is that the man

who is not in a position to

control the situation is not a

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"Where's the end?" demanded

"That's the end," replied the

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Just one minute, dear," replied

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McLean's Magazine



























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*Autographic Kodaks \$6.50 up*

Canadian Kodak Co., Limited, Toronto